



FOR IMMEDIATE RELEASE
August 11, 2022

Press Contact:

Bettia Williamson
Sr. Brand Strategist
bettia.williamson@milanlaser.com

Phone: (914) 309-1808

Milan Laser Hair Removal Announces New National Headquarters in Omaha, Nebraska
One of several major milestones the laser hair removal giant has reached this year

Omaha, NE. (August 11, 2022) — Milan Laser Hair Removal, the nation’s largest laser hair removal provider, announced the opening of its new corporate headquarters in Omaha, Nebraska. “We are excited to cement our presence in the Midwest by making Omaha the official home of our corporate headquarters,” said Liz Allison, President of Milan Laser Hair Removal.

This is one of several major milestones Milan has had this year. As previously announced, June 15 marked the 10th anniversary of the company. Milan Laser traces its roots to Papillion, Nebraska a suburb of Omaha, where doctors Shikhar Saxena and Abe Schumacher opened the first clinic.

In their first decade, Milan Laser has stood apart from the competition and changed the conversation about laser hair removal. Schumacher and Saxena recognized a common frustration among new clients early on and seized the opportunity to set themselves apart from the status quo of the industry. They resolved to become leaders in the accelerating laser hair removal industry by delivering exceptional results with transparent pricing.

“We tapped into frustrations that clients had about subpar laser hair removal results,” said Dr. Shikhar Saxena, co-founder and CEO of Milan Laser Hair Removal. “Most companies were selling limited treatment packages, so clients would have to keep coming back to get the results they wanted and paying more.”

Milan Laser has since distinguished itself from med spas and other laser hair removal providers by staying true to their medical roots and not selling laser hair removal by the session— something nearly unheard of in the industry.

Milan is continuing the tradition of sticking to its roots as the company grows, by expanding its footprint in Omaha. “When we moved here four years ago, we had a small set of offices on the 2nd floor. Now we occupy the entire building. It’s just unbelievable. I’m extremely proud of what we are building here,” said Phillip Koenig, CMO at Milan Laser Hair Removal.

Along with the new headquarters at 17645 Wright Street, Milan Laser also has a warehouse distribution center and a call center located in the Omaha Metro area to accommodate the company’s rapid growth.

Milan currently has 442 corporate employees, located Omaha. “Our plan is to continue to leverage the diverse talent pool here in Omaha and bring more jobs to the community as we grow,” said Gail Monreal, CHRO at Milan Laser.

Being founded by two physicians, Milan Laser has always been a medically-focused company, and that’s as true today as it was when the company began ten years ago. Their team of medical experts utilizes ongoing medical research to continuously refine their proprietary treatment protocol to ensure they are providing the safest, most effective treatments in the industry for all skin tones. Additionally, all of their treatments are performed by highly trained medical professionals who are overseen by medical doctors.

And as for addressing the frustration of continuously paying for additional limited treatment packages or touch-up fees that was so common in the industry, Milan Laser’s [exclusive Unlimited Package™](#) comes with each body area purchased. This unique package gives clients unlimited treatments on any body area purchased. It’s Milan Laser’s way of guaranteeing every client’s results for life at one affordable price—there are no surprise costs or touch-up fees down the road. And if clients travel or move, their laser hair removal package goes with them as clients can receive treatment at any of Milan Laser’s 214 (and counting!) locations across the country, another achievement from the company.

“I’m incredibly proud of what we’ve accomplished over the last decade, and I want to thank everyone who’s stuck with us along the way,” said Dr. Abe Schumacher, co-founder and co-executive Chairman at Milan Laser and Omaha native. “Laser hair removal is life-changing for many, and I’m so enthusiastic about Milan’s future.”

To learn more about Milan Laser Hair Removal, visit www.milanlaser.com.
###

About Milan Laser Hair Removal

Founded in 2012 by two board-certified medical doctors in Omaha, Nebraska, Milan Laser Hair Removal is the nation’s largest laser hair removal provider. With more than 190 locations in 25 states and over 1,000 employees nationally, they are a premier employer as well. Laser hair removal is all they do, performing over 40,000 treatments each month. Milan Laser provides life-long results for all genders and skin tones in a safe, judgment-free environment, and all of their treatments are performed by highly trained medical professionals. For more information, visit www.milanlaser.com.